

FEDERAL TRADE COMMISSION

PUBLIC HEARINGS ON PROTECTING CONSUMERS IN THE NEXT TECH-ADE NOVEMBER 6 - 8, 2006

DRAFT AGENDA (Subject to Revision)
September 21, 2006

Monday, November 6, 2006

<i>Time</i>	<i>Topic</i>
9:00-9:15am	Welcome and Introduction
9:15-10:15am	Key Changes Predicted in the Next Tech-ade Overview of Demographic Changes New Products - What Will be Different in the Next Ten Years? How Will Marketing and Advertising Morph in the Coming Tech-ade? Security and Privacy Challenges in the Coming Tech-ade
10:15-10:45am	Break and Technology Pavilion

10:45am-12:30pm	The Changing Internet Internet Usage Trends - Through the Demographics Lens Changing Technologies and Applications on the Internet How Businesses are Leveraging the Internet of Today and Plans for Tomorrow Follow the Money - A View from the Venture Capital World
12:30-1:45pm	Lunch (on your own) and Technology Pavilion
1:45-2:45pm	How Will We Communicate in the Next Tech-ade? The Millennials' View: Young Consumers' Perspectives on Changing Communications Technology Communications - Privacy and Security in Next Tech-ade
2:45-3:00pm	Break and Technology Pavilion
3:00-4:15pm	Social Networking - Trends and Implications for the Future Demonstrations and Discussion of How Social Networking is Evolving <ul style="list-style-type: none"> • Key Features • Trends • Privacy and Security Concerns

4:15-5:30pm	User-generated Content - What Does it Mean for Consumers and Marketers? Changing Roles - Consumers as Sellers and Producers Case Study Implications for Consumers and Predictions for the Future
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Tuesday, November 7, 2006

<i>Time</i>	<i>Topic</i>
9:00-10:00am	Benefits to Consumers of Living in an Instant Information Culture Case Studies <ul style="list-style-type: none">• Retail• Shopping for a car• Buying a house• Planning travel How Access to Information on the Internet Affects Consumers' Buying Behavior
10:00-10:30am	Break and Technology Pavilion
10:30am-12 noon	Marketing and Advertising in the Next Tech-ade Behavioral Targeting and Other Search Trends Mobile Content and Marketing in the Next Tech-ade The Interactive Future
12:00 noon-1:15pm	Lunch (on your own) and Technology Pavilion

1:15-2:45pm	Computing Power and How it Will be Used in the Marketplace of the Next Tech-ade Impacts of Increased Computing Power on Commerce <ul style="list-style-type: none"> • Sensor Networks • Data Storage • Persuasion • Versioning
2:45-3:00pm	Break and Technology Pavilion
3:00-4:30pm	RFID Technology in the Next Tech-ade Smart Home Technology Trends <ul style="list-style-type: none"> • Health and Wellness • Entertainment and Information RFID in Retail: Where is the Technology Heading?
4:30-5:30pm	Convergence and What it Means for the Coming Tech-ade Trends in Device and Transmission Convergence Consumer Experience and the Impact of Convergence

Wednesday, November 8, 2006

<i>Time</i>	
9:00-10:30am	Changes in Payment Devices and Systems Overview Contactless and Mobile - State of the Art and Predictions Solutions for Protecting Identity: Third-Party Billing, Biometrics, and Fraud Scoring
10:30-11:00am	Break and Technology Pavilion
11:00am-12:30pm	New Products - New Challenges Digital Content - Access and Security <ul style="list-style-type: none">• Interoperability• Digital Rights Management• Security Concerns Obsolescence: The Shift from Analog to Digital
12:30-1:45pm	Lunch (on your own) and Technology Pavilion

1:45-3:45pm	Communicating with Consumers in the Next Tech-ade - The Impact of Demographics and Shifting Consumer Attitudes Lessons from the Past Technology Adoption and Use: What Can Demographics Tell us About “The Teachable Moment?” Changing Trusted Sources - What Does it Mean for Consumer Outreach? Privacy - What Does it Mean (to Whom) in the Future
3:45-4:15pm	Break and Technology Pavilion
4:15-5:15pm	How to Make Sense of it All - Consumers’ Perspective
5:15-5:30pm	Concluding Remarks

* On November 9, 2006, the Federal Trade Commission will host an invitation-only event for government and law enforcement officials. The public hearings will be held on Monday, November 6 - Wednesday, November 8, 2006. For more information, please visit www.ftc.gov/techade.